

CONSENT CALENDAR

**City Council
August 13, 2019**

TO: Mayor and City Council

FROM: Jeff Boynton, City Manager

ORIGINATED BY: Anne Haraksin, Assistant City Manager
Mark Rounds, Senior Administrative Analyst

SUBJECT: AGREEMENT WITH RING INC. FOR A SECURITY CAMERA REBATE PROGRAM

BACKGROUND

In 2018, La Mirada experienced 128 burglaries, including 45 residential burglaries. Most residential burglary incidents occur during the day when no one is home. Security cameras can assist in the prevention of residential crime and provide assistance to the Sheriff's Department with video recordings of suspects committing crimes.

In September 2018, the City partnered with Ring.com (Ring) to provide La Mirada residents with a rebate towards the purchase of security camera products offered by Ring. The City allocated \$10,000 to the program which resulted in 200 La Mirada homes receiving a \$100 discount towards a doorbell and other Ring security camera systems.

FINDINGS

As part of the program, Ring provided a \$50 rebate toward the purchase of its doorbell camera or other Ring security camera product, along with a \$50 rebate from the City, resulting in a discount to residents of up to \$100.

Residents ordered their products from the company's website and the product was shipped shortly thereafter. Ring used a code based on the customers' ZIP code to purchase a device. Ring initially subsidized the entire \$100 discount so residents didn't have to visit the City for an additional discount. Ring then invoiced the City at the end of the program to recover the additional \$50 discounted by the City.

Due to the success of the program in 2018 and the benefits it provides to La Mirada residents, staff recommends the City again partner with Ring and commit \$10,000 to the program which provides a \$100 discount towards the purchase of a doorbell or other Ring camera security system. The proposed agreement will be reviewed by the City Attorney's Office.

RECOMMENDED ACTION

It is recommended the City Council approve an agreement between the City of La Mirada and Ring Inc. for a security camera rebate program in an amount not to exceed \$10,000 and authorize the City Manager to execute the agreement on behalf of the City.